

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-07 NSAE-00 /025 W
-----251230Z 106637 /50

R 250925Z APR 77
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 1451
AMEMBASSY SINGAPORE

UNCLAS BANGKOK 8914

E.O. 11652:N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI

SINGAPORE PLEASE PASS GENERAL ELECTRIC CO.

1. THAILAND
2. CNTRY CODE: 549
3. SER.NO: 0150400
4. ITALTHAI INDUSTRIAL CO., LTD.
- 4A. CODE: K
5. 2013 NEW PETCHBURI ROAD, P.O.BOX 342
6. BANGKOK, THAILAND
7. ESTABL: 1955
8. EMPL: 220
9. SIZE: (19-X) LARGE
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS
LISTED IN ORDER OF IMPORTANCE: LOCAL
12. RPT. DATE: 04/77
- 13A. 35310/1235 IMP.DIST. OF CONSTRUCTION MACHINERY AND EQUIPMENT
- 13B. 20840/1235 IMP.AGT.DIST. OF WINES AND SPIRITS
- 13C. 28190/1235 IMP.AGT.DIST. OF INDUSTRIAL CHEMICALS
- 13D. 36200/1235 IMP.AGT.DIST. OF ELECTRICAL INDUSTRIAL APPARATUS
- 13E. 35690/1235 IMP. AGT.DIST. OF WATER TREATMENT EQUIPMENT

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14. CONTACT: MR. J. MORIN TITLE: GENERAL MANAGER
15. CABLE: ITALTHAI
16. TELEX: TH 2740
17. TEL. 3910533 AND 3927090
18. FINANCIAL REFS: CHARTERED BANK, SALADAENG CIRCLE, RAMA 4
ROAD, BANGKOK; BANQUE DE L'INDOGOINE, 140 WIRELESS ROAD,
BANGKOK; BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK.

19. TRADE REFS: CLARK INT'L MARKETING S.A., 128 EAST FRONT ST., BUCHANAN, MICHIGAN; SEAGRAM'S OVERSEAS SALES CO., 375 PARK AVE., NEW YORK, N.Y.; WORTHINGTON, P.O. BOX 431, HOLYOKE, MASS. 01040.

20. AGENCY REP: SEAGRAM'S OVERSEAS SALES CO., 375 PARK AVE., NEW YORK, N.Y. 10022, WINES AND SPIRITS; MCKESSON & ROBBINS, NEW YORK, N.Y., INDUSTRIAL CHEMICALS; CLARK INT'L MARKETING S.A., 128 EAST FRONT STREET, BUCHANAN, MICHIGAN 49107, HEAVY CONSTRUCTION MACHINERY; WORTHINGTON PUMP INT'L INC., 270 SHEFFIELD STREET, MOUNTAINSIDE, N.J. 07092, PUMPS AND AIR COMPRESSORS.

21. THE ITALTHAI INDUSTRIAL COMPANY, FOUNDED IN 1955 BY THE ARCHIMEDES COMPANY OF ITALY, WAS TAKEN OVER BY DR. CHAIYUDH KARNASUTA (THAI) AND MR. GIORGIO BERLINGIERI (AN ITALIAN RESIDENT IN THAILAND) IN 1961 WHEN THE ITALIAN COMPANY CEASED ITS OPERATIONS IN THAILAND. IT REGISTERED AS A CORPORATION WITH AN AUTHORIZED CAPITAL OF US\$500,000 TO ACT AS IMPORTER, AGENT AND DISTRIBUTOR OF HEAVY CONSTRUCTION MACHINERY, BUILDING MATERIALS, INDUSTRIAL CHEMICALS, WATER TREATMENT EQUIPMENT, WINES AND SPIRITS. FORTY PERCENT OF ITS IMPORTS IS FROM U.S. AND THE REMAINDER FROM FRANCE (30 PERCENT), ITALY (20 PERCENT) AND ENGLAND (5 PERCENT). IT HAS 220 EMPLOYEES INCLUDING 22 SALESMEN, AND ITS REPORTED 1976 SALES OF \$5,750,000 WAS 15 PERCENT ABOVE THE SALES REPORTED TO EMBASSY IN 1975. ITS OFFICE OF 4,750 SQ. METERS IS LOCATED IN ITS NEW FOURTEEN STORY BUILDING IN ONE OF BANGKOK'S BUSINESS AREAS. THE FIRM IS ONE OF THE ITALTHAI GROUP OF COMPANIES WHICH ALSO INCLUDE: ITALIAN THAI DEVELOPMENT CORP. LTD. (CONTRACTOR FOR CONSTRUCTION OF HIGHWAYS, BUILDINGS, INDUSTRIAL UNCLASSIFIED

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PLANTS, AND PIPELINES); NIPA LODGE CO. LTD. (HOTELS); SIAM HOTEL SYNDICATE CO. LTD. (HOTEL); SIAM BRICK PRODUCTS CO. LTD. (MANUFACTURER OF HOLLOW CLAY BRICKS); WORLD PRESS CO. LTD. (ENGLISH LANGUAGE NEWSPAPER); ITALTHAI GAS SERVICE CO. LTD. (PRODUCER OF LPG GAS); ITALTHAI FINANCE CORP. LTD. (FINANCIER OF VEHICLE AND EQUIPMENT HIRE-PURCHASES); ITALTHAI HOLDING CO. LTD. (INVESTOR); ALLIED NEWSPAPERS CO. LTD. (ENGLISH-LANGUAGE NEWSPAPER); SIAM SIGHTSEEING CO. LTD. (TOUR OPERATOR); ORCHID LODGE CO. LTD. (HOTEL); SIAM MACHINERY AND EQUIPMENT CO. LTD. (MANUFACTURER OF CAST IRON AND ELECTRIC MOTORS); RINCOME CO. LTD. (HOTEL); SAMILLA HOTEL CO. LTD. (HOTEL); TELEVISION RENTALS (THAILAND) LTD. (RENTAL OF TV AND HOME APPLIANCES); THAI TRAC CO. LTD. (IMPORTER AND DISTRIBUTOR OF FIAT-ALLIS CHALMER TRACTORS); AND MEDICTHAI CO. LTD. (IMPORTER OF MEDICAL INSTRUMENTS AND HOSPITAL EQUIPMENT). IT ENJOYS A VERY GOOD REPUTATION AMONG LOCAL BUSINESS AND BANKING CIRCLES. LOCAL BANKS REPORT THAT ITALTHAI INDUSTRIAL COMPANY HAS MAINTAINED GOOD ACCOUNTS WITH THEM SINCE 1965 AND CREDIT FACILITIES GRANTED TO THE FIRM HAVE

BEEN USED WITH SATISFACTORY RESULTS. IT IS CONSIDERED TO
BE AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY

AT: AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 25-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BANGKO08914
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770143-0521
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770425/aaaaauqi.tel
Line Count: 121
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2710627
Secure: OPEN
Status: NATIVE
Subject: WTD/FTI SINGAPORE PLEASE PASS GENERAL ELECTRIC CO.
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/98e016a0-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
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22 May 2009
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